2143

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Frank David Serena   Art Unit : 2143
Serial No. : 09/507,967   Examiner : George Neurauter
Filed : February 22, 2000
Title : METHOD OF REPLACING CONTENT

Commissioner for Patents
Washington, D.C. 20231

PRELIMINARY AMENDMENT

Prior to examination, please amend the application as follows:

In the claims:

Please cancel claims 24-34 without prejudice.

Please add claims 35-51.

-- 35. A method of controlling content in a processing environment in which the content may be accessed, the method comprising:

receiving input from a user;

monitoring content in the processing environment to be accessed by the user;

determining whether monitored content corresponds to a predetermined advertisement;

if the monitored content corresponds to the predetermined advertisement, selecting a selected advertisement, based on the user input, for incorporation into the content; and

causing the content to be accessed by the user with the selected advertisement incorporated therein.

36. The method of claim 35 wherein the predetermined advertisement is one of a plurality of advertisements from which the selected advertisement is selected.

37. The method of claim 35 wherein the content to be accessed by the user is content to be viewed by the user.